



Alumni Association

GEORGE WASHINGTON ALUMNI ASSOCIATION MINUTES OF THE BOARD OF DIRECTORS

Washington, District of Columbia
January 16, 2016

A regular meeting of the Board of Directors (the “Board”) of the George Washington Alumni Association (the “Association” or “GWAA”) was held on the Foggy Bottom Campus of The George Washington University in Washington, D.C. on January 16, 2016 at 8:30 a.m. local time. Present at the meeting were the following Board members:

Joseph Altenau	Michelle Harris
Asha Aravindakshan	Clarita Jimenez
Martin Baum	LaVida Johnson
Sepideh Behrem	Chris LaRocque (phone)
Aaron Binstock	Monika Laws (phone)
Deborah Butterfly (phone)	Charlie Leizear (phone)
Charles Calloway	Buddy Lesavoy
Shannon Cerminaro-Doyle	Renee Lewis (phone)
Dean Coclin	Judith Lipner
Fiona Conroy	Chrison McManus
Morgan Corr	Priscilla Monico
James Correa (phone)	Brooke Morita
Scott Dantley	Martha Morris
Aaron Deer (phone)	Roulla Nau (phone)
Alex Dietrich-Greene	Ilise Perlmutter
Andie Dowd (phone)	Venessa Perry
Edwin Elfmann	James Quinlan
Jeff Fair	Steve Roche
Paul Fires	Paula Segal
Steven Frenkil	Dianne Sherman
Beth Furtwangler	Julie Silverbrook
Jeremy Gosbee	Rachel Talbert
Tim Gowa	Jon Tollefson (phone)
Jennifer Guzman	Benjamin Trajtenberg
Jacqueline Hackett	Marilyn Yakowitz

Mr. Jeremy Gosbee, the Association’s President, acted as Chair of the meeting and Mr. Morgan Corr, the Association’s Secretary, kept the minutes.



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All of the above-named persons being present, the Chair called the meeting to order and announced that the Board's meeting would proceed with the transaction of business.

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The first matter to come before the Board was reports of officers, starting with the President's Report by Mr. Gosbee. After welcoming remarks, Mr. Gosbee reviewed the agenda for the day and proceeded with several administrative announcements. He further reviewed the latest on Board member giving to the university, reporting that more than three-quarters of Board members had made their gift this fiscal year. He reminded the Board that there is a giving requirement as part of Board service, and that it is his goal to have 100% giving as early as possible. He further reported on the status of the *Colonials Helping Colonials Fund*, which has raised just under \$10,000, representing 59% of the year-one goal.

Next Mr. Gosbee recognized the Association's Secretary, Mr. Corr for his report. Mr. Corr presented the minutes of the meeting held September 25, 2015. Hearing no amendments or corrections from the floor, Mr. Corr moved that the minutes be approved, which was seconded by Ms. Venessa Perry. The motion passed unanimously.

Mr. Gosbee then recognized Mr. Aaron Deer, the Association's Vice President for Financial Affairs & Treasurer. Mr. Deer reported that there have not been significant changes in the financial situation of the Association, though he did note several of the previously-noted outstanding sums from the grant program have now been paid out to the grantees. He reported that he is working with Alumni House staff and the Finance Committee on the use of a new, more sophisticated software program to better process the accounting for the Association, and would report details to the Executive Committee and Board when available.

Mr. Gosbee then recognized Mr. Matthew Manfra, GW Associate Vice President for Alumni Relations for his report. Mr. Manfra noted his appreciation for ongoing engagement and volunteer efforts of Board members to support a number of projects at the University, particularly those by Alumni House. Mr. Manfra provided a detailed analysis of participation in Alumni Weekend the prior September. This included a breakdown of attendee demographics, participant survey results, and other highlights. Overall, Alumni Weekend 2015 had record attendance, significant increases in engaging certain alumni populations, and was a general success. He further reported on some of the other significant events which have been held since the last Board meeting, including tailgating before significant athletic events, especially outside of Washington, DC, and the success of "giving Tuesday" – which brought in \$48,000 in a single day.



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Finally, Mr. Manfra reported on the staffing of Alumni House, and that there are several recent vacancies. This will be an opportunity to reassess the structure of the staff, to ensure that the best possible staffing systems are in place. Following this process there will be several positions to be filled and he is looking forward to bringing on new and energetic parties to serve the GW alumni population.

Mr. Gosbee then recognized Dr. Peter Konwerski, Senior Associate Provost and Dean of Student Affairs, to lead a presentation on student life. Dr. Konwerski gave a brief introduction of the plans for the next few hours – to break the Board members present into two groups, which would alternate between a tour of the new Colonial Health Center, a tour of a refurbished Thurston Hall, and a panel of students to address various campus life questions. The Board then broke into groups and began the programs as described. Following this, Board Committees met during lunch.

At approximately 1:45PM the Board reconvened. Mr. Matthew Lindsay, Executive Director of Communication for the GW Division of Alumni Relations, and Lauren Walinsky Savoy, Senior Director of Communications for the GW Division of Alumni Relations led a presentation on “Telling Your GW Story.” This presentation included specific tactics for communicating to other alumni, friends, and peers your personal story as it relates to the university. Board Members broke into groups to use the best practices taught by Mr. Lindsay and Ms. Savoy, then reported back in a group activity.

Mr. Gosbee then recognized the various Committee Chairs for the reports on the activities of their Committees. They were:

- Mr. Jim Quinlan, Vice President for Awards, reported that the nominations for the Distinguished Alumni Achievement Awards are now open, and encouraged Board members to make nominations. The awards will be given out during Alumni Weekend in October. He further announced that the slate of awardees for the Outstanding Alumni Service Awards has been released, and that ceremony will take place April 7.
- Ms. Asha Aravindakshan, Vice President for Career Services began her report by thanking those who reviewed applications for those to receive grants as part of the *Colonials Helping Colonials* fund’s support of unpaid internship students. She reported that 50 applications were reviewed, with 28 grants issued. She further reported that the Career Services Committee is working to plan in-person networking events to supplement the virtual networking events already taking place.



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- Ms. Julie Silverbrook reported on behalf of the Communications Committee. She reported that the Division of Alumni Relations is undergoing a refresh of their entire website, which will include the Association's related pages; this is anticipated to be completed by May. Board Members are encouraged to send in suggestions for changes prior to February 19th. She further reported that the university is hoping to create video features on alumni involvement, and Board Members are encouraged to participate.
- Mr. Steve Roche reported on behalf of the Student-Alumni Initiatives Committee. He reported that among the upcoming events is a student-alumni day of service to be held on March 5th. He also reported on a recent survey given to student organizations to assess what alumni outreach they do and what gaps may be filled by the Association or university staff. He further reported that so far 22 alumni have signed up for the dinner with alumni series, toward the goal of 25 per semester.
- Mr. Deer reported on the activities of the Finance Committee. In addition to the report he gave to the Board earlier in this meeting, he reported that the committee is reviewing the affinity relationships, looking to find other potentially profitable organizations with which to partner. Other discussions of the committee included undertaking a review of the investment policy statement and strategies on how best to engage international alumni in order to incentivize their contributing to the university.
- Ms. Venessa Perry, Vice President of Nominations and Governance, reported that the president-elect and member-at-large application process will open January 19, and encouraged all Board Members to advertise that to their networks. She further reported that the committee has undertaken significant review of governance this year, including term limits, if vice presidents should hold regular member-at-large seats, and creating a more specific giving requirement. In that vein, she presented a proposed bylaw amendment changing the status of alumni trustees from serving on the Association Board to becoming honorary members thereof. Ms. Perry moved to adopt the amendment, seconded by Mr. Buddy Lesavoy, and carried unanimously.
- Ms. Fiona Conroy, Vice President for Programs, reported that there were two primary areas of focus of that committee: Homecoming and the grants program. She reported that Homecoming would be part of a celebrating President Washington series of events from February 18th to 21st, and that significant Board Member participation was earnestly solicited. She further reported that the grants program continues to move forward with implementing the new quarterly deadline schedule. The last deadline for this fiscal year will be on March 1.
- Ms. Marilyn Yakowitz, Chair of the International Alumni Working Group, reported that the working group was just getting its work underway, but that their primary purpose is to find best ways to advocate for and engage international alumni. Among the priorities of the working group will be to conduct a survey of international alumni, communicate the goals of the overall Association, and find out what the priorities and interests of international alumni are.



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- Mr. Charles Calloway, Chair of the Board Development (ad hoc) Committee reported that a survey had been produced to provide a metric for Board Members and to assess their skills, expertise, and experiences. The draft version of the survey has been completed, for finalization at the Board's April meeting.

Mr. Gosbee then recognized Mr. Corr for the presentation of a resolution submitted for consideration at this meeting. The resolution presented was FY2016-05, "A Resolution Recognizing the Service and Ultimate Sacrifice of USAF Maj. Adrianna Vorderbruggen" which was submitted by Ms. Alex Dietrich. Ms. Dietrich provided a brief introduction of the rationale behind the resolution, and moved the Board adopt the resolution, seconded by Ms. Silverbrook, adopted unanimously.

Mr. Gosbee then entertained general thoughts and closing ideas from the Board members and led a short discussion. Following some brief concluding remarks by Mr. Gosbee, upon a motion duly made and seconded, a vote to adjourn the meeting passed unanimously at approximately 3:12 p.m.